

## Message Text

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PAGE 01 STATE 137088  
ORIGIN COME-00

INFO OCT-01 EUR-12 IO-14 ISO-00 AID-05 CEA-01 CIAE-00  
EB-08 EA-12 FRB-01 INR-10 NEA-11 NSAE-00 ICA-20  
OPIC-06 SP-02 TRSE-00 LAB-04 SIL-01 AGRE-00  
OMB-01 SS-15 SIG-03 /127 R

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R 310427Z MAY 78

FM SECSTATE WASHDC

TO AMEMBASSY PARIS

INFO AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

USMISSION GENEVA

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMEMBASSY ROME

AMEMBASSY THE HAGUE

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USOECD

E.O. 11652: N/A

TAGS: BEXP, FR

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PAGE 02 STATE 137088

SUBJECT: SECOND QUARTER FY'78 CCP PROGRESS REPORT

REF: (A) PARIS 12711; (B) STATE 04877

1. WCAG MET MAY 1, 1978 TO REVIEW SECOND QUARTER FY'78  
CCP WITH REPRESENTATION AND PARTICIPATION FROM STATE/EUR,  
STATE/OCA, STATE COMMERCIAL COORDINATOR, USDOC/ITA,

TREASURY AND STATE/EB REPRESENTED BY CAROLYN ERWIN WHO WILL BE REPLACING ASSISTANT COMMERCIAL ATTACHE ROBERT DEUTSCH IN PARIS. WCAG ALSO RECEIVED VALUABLE INPUT FROM EXIM BANK REPRESENTATIVE. STATE/EUR GAVE INFORMATIVE POST ELECTION ECONOMIC BRIEFING. IN REVIEWING SECOND QUARTER CCP RESULTS, WCAG WAS PLEASED TO NOTE THAT MOST CAMPAIGN AND OSPE INITIATIVES WERE MET DESPITE THE DOWNTURN IN GENERAL BUSINESS ACTIVITY DURING THE QUARTER.

2. RE PARAS 3 AND 4 REFTEL (A): WCAG IS CONCERNED ABOUT THE SHORTFALL OF TO'S IN CAMPAIGNS 1 AND 2. WCAG HOPES THAT CCP GOALS CAN STILL BE MET WITH AN INCREASED EFFORT ON 3RD QUARTER FOLLOW-UP CALLS RESULTING FROM CONTACTS MADE AT PTC PRINTEMPS INFORMATIQUE AND AT POST'S BIO AT COMPOSANTS ELECTRONIQUES, AS WELL AS AT PTC EIPT NOVEMBER SHOW. IF GOALS CANNOT BE MET, WCAG WILL CONSIDER POST RECOMMENDED MODIFICATIONS AT END OF THIRD QUARTER.

3. RE PARA 7 REFTEL (A): WCAG CONGRATULATES POST ON COMPLETE SUPPORT OF CONSUMER GOODS CAMPAIGN INCLUDING UNDERTAKING OF ADDITIONAL SURVEYS ON FOOTWEAR AND WATCHES AND A BIO AT INTL. AGRICULTURE SHOW WHILE MEETING ALL SECOND QUARTER INITIATIVES. INTL. AGRICULTURE SHOW (SIMA) WILL BE INCLUDED UNDER AGROBUSINESS SYSTEMS CAMPAIGN FOR FY'79. WCAG WAS NOT ABLE TO ASCERTAIN WHETHER POST ORGANIZED FRENCH BUYER GROUP TO FBP SPONSORED NATIONAL SPORTING GOODS ASSN. SHOW IN HOUSTON JAN. 26-29, 1978.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 137088

WCAG REQUESTS THAT POST INDICATE WHETHER OR NOT ANY ACTION WAS TAKEN ON THIS SHOW.

4. WCAG REQUESTS THAT POST QUANTIFY RESULTS WHERE POSSIBLE IN ORDER TO PROVIDE ADDITIONAL INFORMATION IN EVALUATING COUNTRY COMMERCIAL PROGRAM. FOR EXAMPLE IN CAMPAIGN NUMBER 4 REFTEL (A) PARA 6 THERE IS NO SPECIFIC NUMBER OF KEY PROSPECT CALLS AND IN OSPE NUMBER 2 REFTEL (A) PARA 2, HOW MANY ICA ARTICLES WERE REVIEWED AND DUPLICATED? WCAG REQUESTS THAT FUTURE CCP QUARTERLY REPORTS POST SUBMIT TOTAL NUMBER OF TRADE OPPORTUNITIES SUBMITTED YEAR-TO-DATE FOR EACH OSPE FOR ENTIRE FY VIS A VIS TARGETS SET AT OUTSET. IN ADDITION, WCAG REQUESTS THAT FUTURE CCP QUARTERLY REPORTS ALSO BREAK DOWN THE KEY CONTACT CALLS MADE BY THE EMBASSY AND EACH SUPPORTING POST. THIS INFORMATION WILL HELP WCAG EVALUATE THE ROLE OF THE CONSULATES WHICH WAS GIVEN SPECIAL CONSIDERATION IN CCP ANNEX.

5. WCAG WAS PLEASED TO NOTE THAT THE SECOND QUARTER CCP REPORT WAS SENT TO ALL EC CAPITALS AND RECOMMENDS THAT THIS MUTUAL EXCHANGE OF IDEAS CONTINUE AS IT SHOULD

BENEFIT EACH POST'S TRADE PROMOTION PROGRAM.

6. WCAG DISCUSSED EMBASSY'S SPONSORSHIP OF BIO'S IN FY'78 AND INDICATED ITS APPRECIATION OF COST-BENEFIT ANALYSIS (A-08) PREPARED BY EMBASSY PARIS JANUARY 13, 1978. THOUGH WCAG WAS NOT THOROUGHLY CONVINCED OF BIO'S USEFULNESS FOR ALL OVERSEAS POSTS, WCAG WAS IMPRESSED BY EMBASSY BIO'S AT INTL. TRADE FAIRS AND SEES THEM AS BENEFICIAL IN THIS TRANSITION PERIOD TO AN IMC AND ESPECIALLY IN ASSURING THE SUCCESS OF THE 5-YEAR IMC PROGRAM. WCAG APPRECIATES POST'S INITIATIVE IN PARTIALLY FUNDING BIO'S AND ATTEMPTS ARE BEING MADE IN COMMERCE TO FIND ADDITIONAL FUNDING FOR BIO INITIATIVES DRAFTED IN FY'79 CCP.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 137088

7. RE PARA 14 REFTEL (A): AS PREVIOUSLY STATED IN REFTEL

(B) PARA 3, BRT ON FOOD PROCESSING AND PACKAGING EQUIPMENT DELAYED UNTIL JUNE 1978 AS RESULT OF DECISION TO INTERCHANGE METALWORKING AND FPP ON RESEARCH SCHEDULE. VANCE

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## Message Attributes

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